

New Color Operations Tomorrow

A modern control room and complete color studios for Jefferson Cable's Channel 11 go into full operation tomorrow (Sunday, February 28).

The announcement was made today by Robert A. Monroe, president and general manager of Jefferson Cable, and Joseph L. Price, production director.

The fully equipped control room features the most in modern cable-casting features. Construction of the control room, including the latest in sound proofing techniques, was finished last week.

Complete local live or taped programming is made possible through the use of six color video recorders.

Other features of the control center include a color film chain for special motion pictures, a special effects generator with nearly 90 options at the generator controls, and a new Telemation routing switcher to allow "in house" production and "on air" presentation simultaneously.

"Our control room is unique in cable-casting," says Price, who adds, "it's the latest in CATV distribution."

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According to Price, "The equipment set-up allows us to utilize two men rather than the six or more used in most commercial television operations."

Of Jefferson Cable's studios, Price says, "Our 'in house' capability is comparable to that of any television station in the state."

The studios for Channel 11 are used both for live and taped local programming.

They also serve as the production center for five other cable operations which, along with Jefferson Cable, are part of the cable system owned by the American Finance Management Corporation of Silver Springs, Md.

Three new color cameras—used for either live or color video recording—are utilized in the studios.

Jefferson Cable also boasts complete dark room facilities for the processing of slides for Channel 11 programming.

And, a modern news van, equipped with video camera and recorder, allows taping outside the studio.

"Our capabilities are wide range," Price says, "from the use of slides and films, to live or color video taping, to news van coverage of major spot news events."

Price is backed by two assistant production directors, William Anas and Dennis Bly, while Mrs. Gaelen Daum serves as film director.